

# Staying loyal to local animation

Convenience store chain launches BoBoiBoy figurine series



For loyal customers: Lee and Brown flanked by Yaya (left) and Boboiboy at the launch of the figurine series.

**B**UILDING on the success of its Bolario Bear programme last year, 7-Eleven Malaysia presents its 2015 loyalty initiative — locally created 3D animated character BoBoiBoy and friends in collaboration with the creators, Animonsta Studios.

The BoBoiBoy figurine series consists of eight characters, namely BoBoiBoy Wind, Earth and Lightning along with the introduction of two character elements, BoBoiBoy Fire and Water, and supplemented by his friends Yaya, uber-cool Fang and adorable lil' Ochobot.

The figurines are 3D puzzle-based, adding to the collectibles' playability factor, and each comes with its own holder stand to allow for easy display.

There is even a limited-edition regular BoBoiBoy figurine in the mix that will allow avid fans and hobbyists to express their creativity while allowing them to participate in

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an online contest offering attractive awesome prizes.

7-Eleven Malaysia customers have the opportunity to begin collecting these exclusive items at stores nationwide until May 4.

During this period, customers will be rewarded with one programme sticker for every RM6 selected purchases in a single

receipt at 7-Eleven Malaysia.

A bonus programme sticker will also be rewarded if each customer's purchase includes items from the product list of the store's preferred partners.

Once all 20 stickers are collected, customers will be able to redeem a BoBoiBoy 3D figurine.

7-Eleven Malaysia chief executive officer Gary Brown said, "We strive to meet our customers' demands by introducing regular innovative programmes and promotions. We are pleased to introduce BoBoiBoy and friends as a follow-up to our runaway hit Bolario Bear programme last year.

"We believe these adorable superheroes will win many hearts as it has a play factor, being a 3D puzzle figurine, along with the fact that we are the first to introduce new BoBoiBoy character elements to the public.

"Ten years ago, when people mentioned

animation, we would immediately think of giant American companies.

"This a mindset that we should put behind. It is time for us to believe that Malaysian products are on par with those of other countries and it is our duty to support our local animation industry.

"The success of the BoBoiBoy animation has been recognised internationally and 7-Eleven Malaysia is doing our part to support the animation industry with our loyalty programme that gives the chance for BoBoiBoy fans to collect these limited-edition 3D figurines only available at our stores," he said.

7-Eleven Marketing general manager Ronan Lee said, "This will be the first of more interesting loyalty campaigns to come for the year, and we promise a nice mix that will appeal to a wide range of demographics.

"We are happy to be able to support a truly made-in-Malaysia character," he added.